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General Manager, Publishing Group

The Apple® MacIntosh™ Book
Cary Lu



This first book on the brilliant new Apple computer, the MacIntosh, is for all owners of the machine and for anyone considering purchasing one. Author Cary Lu had the special opportunity to go behind the scenes, talk with the Mac's designers and programmers, and work with the machine during its creation. The result is a unique insider's view to using this remarkable new technology. Lu provides a step-by-step visual guide, with accompanying text, that displays exactly what's on the screen and allows the user to easily run the computer—complementing the friendly, visual style of the Mac itself. The user will learn how to set up and start the machine, use the mouse, make selections from on-screen menus, effectively view and manage several windows at one time, and save files—all without any fuss, even if totally unfamiliar with computers. Also included is a highly instructive overview of the phenomenal software available—MacWrite, MacPaint, Microsoft Plan, Chart and File—so that the buyer can preview the capabilities and learn to use the software before purchasing it! For the curious beginner and advanced user, Lu also discusses how the Mac and its software work, the philosophy behind the machine, the external accessories now available, and what will soon be available.

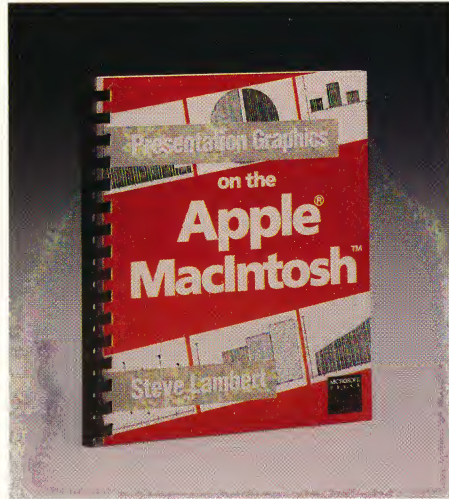
Currently executive editor of *High Technology* magazine, Cary Lu has worked as an independent film producer for Sesame Street, as an associate producer for NOVA, and as the science and technology advisor for The Children's Television Workshop.

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320 pp., 7 $\frac{3}{8}$ x 9 $\frac{1}{4}$
Over 190 illustrations

Publication date March 1984

**Presentation Graphics on the
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**Creating Visually Impressive Graphics
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Steve Lambert



Of the many remarkable things the Apple MacIntosh can do, one of the most unique is its ability to produce impressive charts and graphs. Using the Apple MacIntosh and Microsoft's Chart program, today's busy business professional can start to create visually exciting presentation graphics *in a matter of only minutes*. After a quick hands-on demonstration of the Chart program and an explanation of the principles of graphic design, the author instructs the user on how to produce column charts, line charts, bar charts, pie charts, high-low charts, area charts, and scatter graphs to meet the individual's business needs. A thorough and refreshing introduction to the principles of graphic design as applied to the epoch-making Apple MacIntosh.

Steve Lambert, a computer enthusiast whose microcomputer knowledge is largely self-taught, approaches his writing with a keen understanding of the challenges faced by a novice user.

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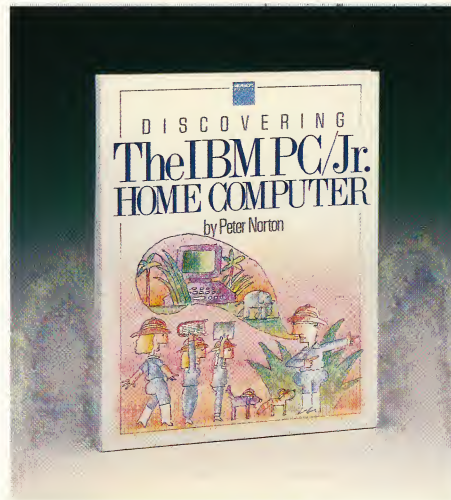
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Publication date June 1984

**Discovering the
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A Step-by-Step Introduction to the
Powerful New IBM Home Computer
by the Author of the Best-Selling *Inside
the IBM PC*.

Peter Norton



Discover IBM's new home computer with Peter Norton, the best-selling author who explained the IBM PC to the world. In a clear, non-technical style, Norton guides the new home computer owner through the first steps of setting up the machine and getting it up and running. He then shows how to create practical programs that make use of the unique capabilities of this affordable home computer. An adventure in sound, video, games, and telecommunications, this book helps you take full advantage of the newest addition to IBM's personal computer family.

In addition to authoring *Inside the IBM PC*, Peter Norton writes "The Norton Chronicles," a monthly column in *PC Magazine*, and is the creator of the widely acclaimed Norton Utilities.

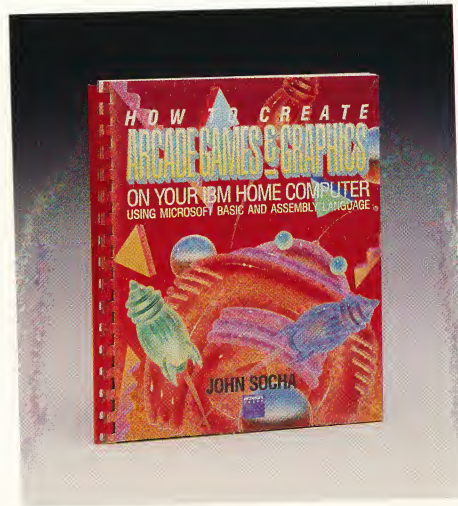
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**How to Create Arcade
Games and Graphics on
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Assembly Language Subroutines**
John Socha



Innovative teenagers tired of emptying their pockets in the neighborhood arcade can now create their very own arcade games at home on the IBM home computer. In an instructional yet entertaining style, Socha:

- Introduces you to basic graphics principles and moves you through more advanced graphics techniques.
- Explains Microsoft BASIC and discusses the advanced assembly language subroutines needed to create an arcade game.
- Defines the fine intricacies and principles of animation, sound effects, and user interaction.
- Teaches you how to create explosions, move objects around the screen, and sound bells and whistles.
- Shows you how to simulate today's most popular and sophisticated arcade games.

John Socha discovered computers as a high school freshman and has been hooked ever since. He is currently a contributing editor to "Softalk" for the *IBM PC* magazine.

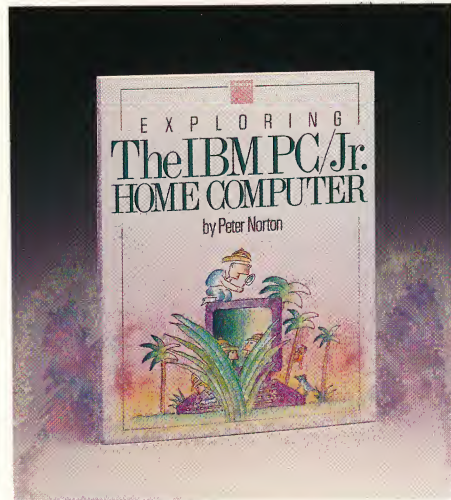
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Publication date July 1984

**Exploring the IBM® PCjr™
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**An In-Depth Look at the Inner
Workings of Today's Most Exciting
Home Computer from the Author of
the Best-Selling *Inside the IBM PC*.**

Peter Norton



Explore the inner workings of today's most talked-about home computer with Peter Norton, recognized authority and author of the best-selling *Inside the IBM PC*. To help you fully understand the magic of this new machine, Norton takes you several steps beyond the beginning level, into the fascinating world of operating systems, chips, memory, registers, graphics, sound, and communications capabilities. In 20 fast-paced, easy-to-read chapters, Norton covers these topics and more—including how this exciting new addition fits in with the entire IBM personal computer family. Written for all users—from interested beginner to advanced programmer—this book is for anyone wishing to learn the ins and outs of the new IBM home computer.

In addition to authoring *Inside the IBM PC*, Peter Norton writes "The Norton Chronicles," a monthly column in *PC Magazine*, and is the creator of the widely acclaimed Norton Utilities.

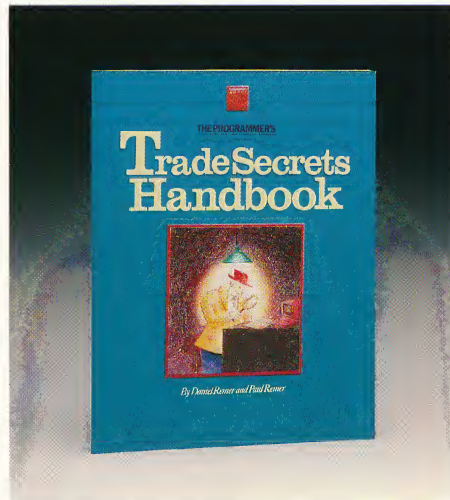
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Publication date March 1984

The Programmer's Trade Secrets Handbook
A Legal Workbook to Help Protect Your Hardware and Software Designs
Daniel Remer and Paul Remer



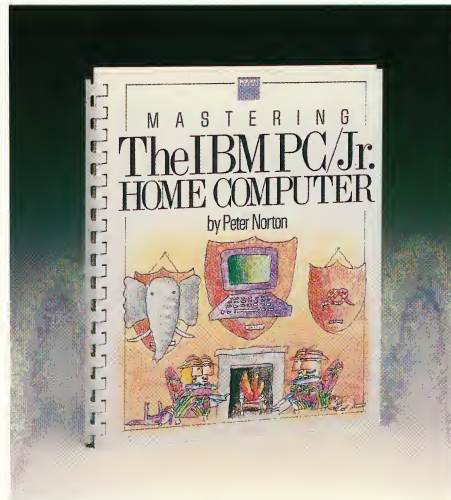
This handy and useful workbook outlines the steps computer professionals must take to ensure that their trade secrets are protected to the full extent of the law. *The Programmer's Trade Secrets Handbook* explains how to implement a personalized trade secret protection program. Addressing a variety of standard legal problems, the authors provide both companies and individuals with the necessary tools to protect their hardware and software innovations. A vital reference work for attorneys, programmers, publishers, and consultants working in the fast-paced environment of high-tech development.

Daniel Remer and Paul Remer are practicing attorneys in California's Silicon Valley, specializing in the rapidly changing and ever-more complex field of computer law. In addition to authoring *Legal Care for Your Software*, Daniel Remer has written extensively on software law for the major computing journals.

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160 pp., 8 1/2 x 11

Publication date June 1984

**Mastering the IBM® PCjr™
Home Computer
A Programmer's Reference Guide
Peter Norton**



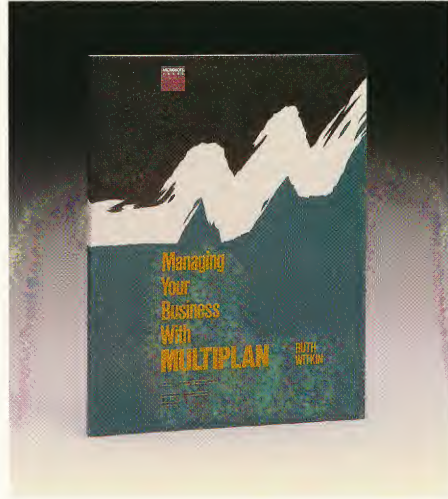
Peter Norton, author of the best-selling *Inside the IBM PC*, brings you this comprehensive guide offering both the beginner and advanced user indispensable techniques for clean and effective programming on this year's hottest home computer. Providing detailed reference material, this book includes tips and techniques for programming in BASIC, Pascal, C and assembly language. In addition, it guides programmers in using the built-in ROM services, MS™-DOS operating system, and all the other unique features of this extraordinary new machine. Well-organized appendices offer easy access to important technical information.

Peter Norton writes "The Norton Chronicles," a monthly column in *PC Magazine*, and is the creator of the widely acclaimed Norton Utilities.

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352 pp., 7 $\frac{3}{8}$ x 9 $\frac{1}{4}$, comb bound

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**Managing Your Business
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Ruth Witkin



The company that brought you Multiplan, the award-winning electronic worksheet program, now brings you 15 ways to apply this program to meet all your business needs. Starting with a quick lesson in using the features and commands of Multiplan, the book provides step-by-step instructions for creating worksheets that are readily adaptable for any small business. Witkin details a typical sequence to follow in developing a worksheet, from adjusting the column widths to printing the final copy.

Special models include:

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- Customer invoices
- Inventory control and planning
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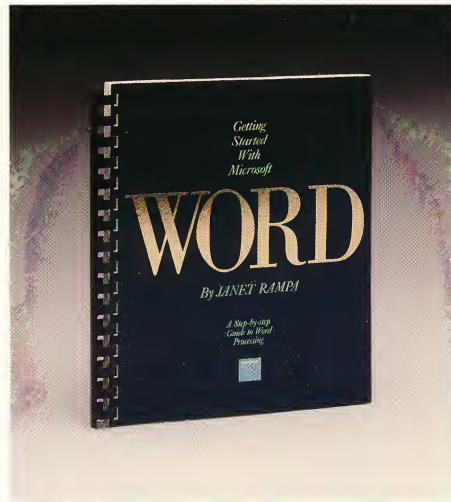
Without a doubt, this book will be an important addition to every small business library.

Ruth Witkin's professional experience spans 25 years in the business world—as a technical writer, a consultant on electronic worksheet applications for small businesses, and as a partner in an advertising agency.

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224 pp., 8½ x 11

Publication date May 1984

**Getting Started with
Microsoft® Word**
**A Step-by-Step Guide to
Word Processing**
Janet Rampa



Announcing the first complete, clearly written guide to using today's most powerful word processing program — Microsoft WORD. Whether you only want to learn how to use your computer to produce an occasional letter or memo, or whether you need the full benefits of state-of-the-art word processing technology, *Getting Started with Microsoft WORD* is written for you. Through the use of step-by-step instructions and numerous screen displays, Rampa guides you through the basic editing techniques of this easy-to-master word processing program. By the end of the book you will be proficient at:

- Automatic formatting
- Using the cursor and the Microsoft Mouse
- Cutting and pasting
- Split-screen editing (using up to 8 windows of text simultaneously)
- Designing pages
- Choosing typefaces
- Printing and managing your files.

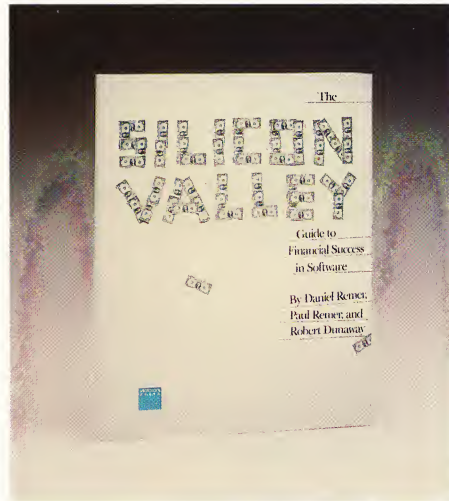
Janet Rampa is presently a data and word processing management instructor. She has been previously involved in book production and publishing, and has edited the best-selling *Introduction to Word Processing* and *Introduction to WordStar®*.

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**The Silicon Valley Guide to
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*Daniel Remer, Paul Remer and
Robert Dunaway*



Finally . . . here is a book that addresses the many complex business issues facing the software entrepreneur. No one involved in a software enterprise will want to be without this valuable guide to setting up, running, and "cashing out" a software business. *What type of business organization is right for you?* This book discusses the pros and cons of setting up a sole proprietorship, partnership, and corporation. *What type of business financing is available?* It reviews the various financial sources: banks, venture capital, stock offerings, and R&D partnerships. *What are the keys to running a successful software business?* Whether you are a publisher, designer, or consultant, *The Silicon Valley Guide* provides valuable insights into important topics, such as employee relationships, choosing the right manufacturer, trademark protection, and much more.

Daniel Remer, Paul Remer and Robert Dunaway are practicing attorneys in California's Silicon Valley, specializing in the rapidly changing and ever-more complex field of computer law. In addition to authoring *Legal Care for Your Software*, Daniel Remer has written extensively on software law for the major software journals.

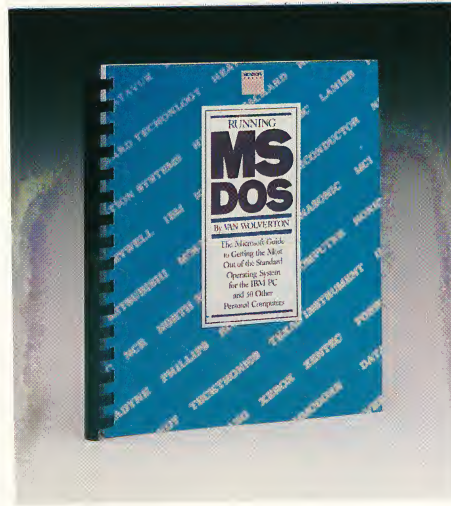
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192 pp., 7 $\frac{3}{8}$ x 9 $\frac{1}{4}$

Publication date June 1984

Running MS™-DOS

The Microsoft Guide to Getting the Most
Out of the Standard Operating System
for the IBM® PC and 50 Other Personal
Computers

Van Wolverton



This authoritative guide to the most popular operating system in the world of 16-bit computers puts the power of MS-DOS and the IBM Personal Computer at the user's fingertips. Written for all IBM PC and PC-compatible computer users, *Running MS-DOS* tells how to quickly and efficiently create, manage and edit files, manage diskettes, run programs, and troubleshoot common problems. Also included is a quick and easy reference summary of all MS-DOS commands.

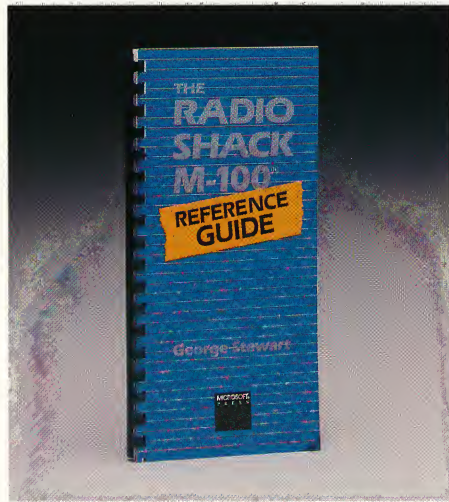
Van Wolverton worked closely with the programmers and documentation specialists at Microsoft to gain a unique insight into the inner workings of this powerful, standard-setting operating system. In addition, Wolverton has twelve years experience in the microcomputer industry, serving Intel and IBM as a software documentation specialist.

\$17.95 Order #ISBN 0-914845-07-1

224 pp., 7 $\frac{3}{8}$ x 9 $\frac{1}{4}$, comb bound
Over 50 illustrations

Publication date May 1984

**The Radio Shack M-100®
Reference Guide**
**Includes Over 24 Uses for
Your Hand-Held Computer**
George Stewart



Unleash the power of your M-100 and make it work for you! This impressive collection of practical programs and important information helps you realize the powerful dimensions of the exciting, standard-setting, hand-held M-100 computer. In addition to detailing the many conventional capabilities offered by this unique machine, *The Radio Shack M-100® Reference Guide* gives lessons on using Microsoft BASIC, the machine's built-in word processor, the auto-dialer and modem for telecommunications, the exciting graphics capabilities, and a wealth of other useful resources. This handy tutorial is for executives on the move, salespeople, journalists, or anyone who needs the power of computing wherever they go.

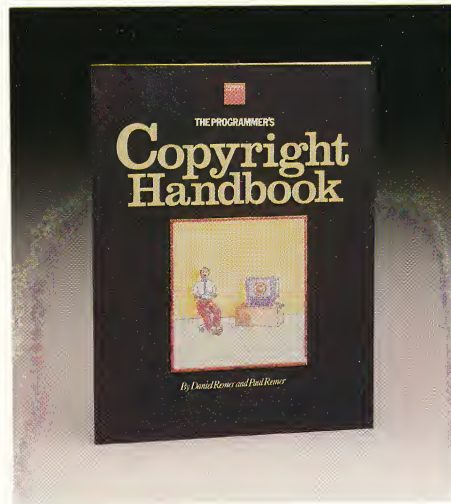
The author, George Stewart, was the first technical writer assigned to Radio Shack's popular TRS-80®. A former technical editor for *Byte* magazine, Stewart is currently contributing editor to *Popular Computing* magazine, where he writes the monthly column "The Program Factory."

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256 pp., 4 7/8 x 10 1/2, comb bound

Publication date August 1984

**The Programmer's
Copyright Handbook
The Software Programmer's
Legal Workbook**

Daniel Remer and Paul Remer



This practical handbook provides quick and easy access to all the legal tenets related to protecting today's software designer from damaging copyright infringements. Featuring a brief, revealing history of copyright law as it relates to the software industry, this workbook provides detailed and easy-to-follow instructions for establishing, filing, and maintaining a software copyright. It also provides useful time-and cost-saving forms needed to complete any legal transaction. *The Programmer's Copyright Handbook* will be an indispensable tool for all software designers who want to understand and protect their legal rights.

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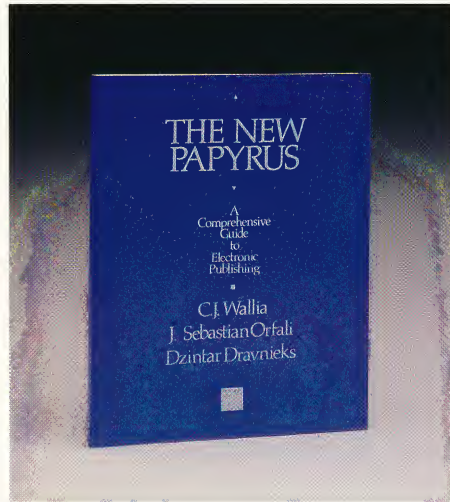
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160 pp., 8½ x 11

Publication date August 1984

The New Papyrus
A Comprehensive Guide to
Electronic Publishing

C.J. Wallia, J. Sebastian Orfali, and
Dzintar E. Dravnieks



The definitive work on computer-related publishing, *The New Papyrus* is an invaluable anthology of 21 articles contributed by the top professionals in the publishing and computer fields. A comprehensive survey of the latest-breaking communications technologies, this book chronicles and illustrates the most revolutionary advancements in publishing since Gutenberg. This essential reference for publishers, editors, journalists, graphic designers, and corporate communication specialists discusses state-of-the-art developments in the following areas:

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- Typesetting, design and composition
- Printing and manufacturing
- Digital color reproduction
- Telecommunications
- Software publishing
- Videodisc and audio software development
- Copyright laws
- The economic and cultural impact.

Former psychologist and prominent author and lecturer, C.J. Wallia is a noted visionary in the field of electronic publishing. He is the founder and current president of The California Publishing Institute, the nation's first and only graduate school of publishing. J. Sebastian Orfali is the founder of And/Or Press and the creative force behind Network, Inc., the collective of small west coast publishers. Dzintar E. Dravnieks is a former science editor and project director for And/Or Press.

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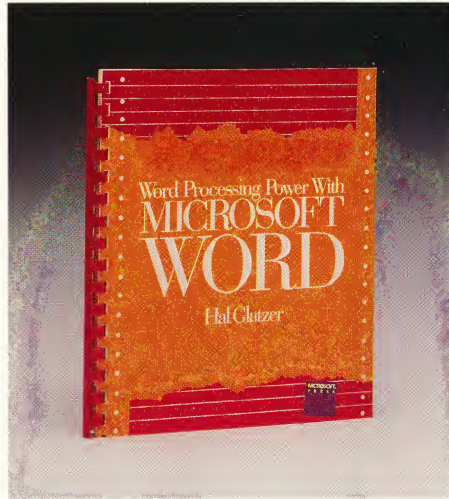
432pp., 7 $\frac{3}{8}$ x 9 $\frac{1}{4}$

Over 200 photographs and illustrations

Publication date June 1984

**Word Processing Power
With Microsoft® Word
Professional Writing on
Your IBM® PC**

Hal Glatzer



Now the business executive, manager, journalist, creative writer, and anyone who uses words in their profession can master the most powerful and advanced word processing program on the market today. Hal Glatzer, author of the best-selling *Introduction to Word Processing*, takes you step-by-step into the inner world of Microsoft WORD and shows how to use the on-screen menus and the Microsoft Mouse to edit, move, and delete blocks of text; create form letters and documents; manipulate tabs and margins; and merge files. In addition, you will learn about the many unique features of Microsoft WORD—features formerly found only on the most expensive, dedicated word processing systems. Using useful, easy-to-follow examples, Glatzer teaches even the most inexperienced user how to:

- Use the lightning-quick Mouse to move copy and select commands.
- Prepare style sheets to easily design and format documents.
- View, edit, and compare up to 8 windows of text at any one time.
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- Correct mistakes as they are made with the special “UNDO” feature.
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Creating Visually Impressive Graphics
for Corporate and Professional Use
Steve Lambert



This fascinating book shows today's busy business professional how to use Microsoft Chart to create and produce visually exciting presentation graphs *in a matter of only minutes*. Starting with a hands-on demonstration of the versatile Microsoft Chart program, and an explanation of the principles of graphic design, the author takes you through the steps necessary to produce whatever charts and graphs will meet your individual business needs. Column charts, line and bar graphs, pie charts, high-low charts, area charts, and scatter graphs are all included in this thorough and refreshing introduction to the art of producing impressive presentation graphics on the popular IBM PC.

Steve Lambert, a computer enthusiast whose microcomputer knowledge is largely self-taught, approaches writing with a keen understanding of the challenges faced by a novice user.

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